WHAT THE ENTERTAINMENT COMMUNITY CAN DO TO EXCITE THE GENERAL PUBLIC ABOUT OUTER SPACE DEVELOPMENT

E. E. Weeks, J.D.
Northern Arizona University
Political Science Department
Social and Behavioral Sciences, Box 15036
Flagstaff, Arizona 86011, USA
eew@dana.ucc.nau.edu

ABSTRACT

This paper discusses new ideas for exciting the general public about outer space. The methodology will include acknowledging that the world has changed dramatically in recent years and so have current events and plans for outer space. The general public around the world was once "all eyes" when it came to the first astronauts going into outer space. They were excited by themes of national prestige and science. However, what once worked to get the public excited about outer space development no longer works. The entertainment industry knows what sells, and what people want to see on the screen. This knowledge base needs to be bridged with a general awareness of all the exciting new turns that space development activities are taking. Most people outside of the general space expert community remain unaware of the massive accomplishments in space, what mankind has done, and what mankind is about to do. Yet, this topic is fascinating - if presented in the right way. The entertainment industry has linked outer space development to war, death and destruction. While this may entertain the public in some respects, it also discourages their positive interest in real outer space development. A new direction is needed. This paper will explore avenues for this new direction, and propose ways to shift the general public's attitude into one of positive inspiration for outer space.

1. OUTER SPACE AS REPRESENTED IN THE MOVIES

The entertainment community can excite the general public about space again. However, it will have to be done in a new way. Before this can happen, the entertainment community itself will have to become excited about space again. This cannot happen unless and/or until the entertainment community is aware of current events in outer space. In the 1950s we were living in a “fear of war” era. So, Sputnik I (1957) circumnavigating the global was frightful, compared to SpaceShipOne's (2004) private trip to outer space and back. The entertainment community has done an excellent job of frightening the general public to death with their representations of outer space via movies like: Teenagers from Outer Space (1959), Killers from Space (1954), Destroy All Planets (1968), Killer Klowns from Outer Space (1988), Mars Attacks (1996), Invaders From Mars (1953), Mars Needs Women (1966), Robot Monster (1953), Devil Girl From Mars (1954). From old to current movies, plots and themes involve disaster, tribulation, and usually end in unspeakable deaths. Devils, demons, bug looking aliens, monsters, evil animals, murderous computers usually kill most of the cast in these movies. Who would want to go to space for this? Too often the surprise towards the end involves the shocking death or one of the characters we were just starting to like. It is time for something new. To reiterate, even the positive space movies make going to space frightening and undesirable. For example SpaceCamp
(1986) involves an adventure for a group of kids attending summer space camp. The kids and their counselor (who is a professional astronaut) accidentally get launched into outer space during a routine tour of NASA. Although it has a positive ending, the cast goes through a series of life-threatening near disasters—one after the next. Most of the new movies, are similar to the old ones—they serve to deter the general public from wanting to have anything to do with outer space. The movie Red Planet (2001) takes place in 2057, the Earth is dying, so humankind sets out to colonize Mars. A scout team is sent to scope out possibilities for sustaining life on Mars. Disaster strikes, the Commander stays behind while the others evacuate to Mars. The base structure on Mars containing all the necessities of life has been destroyed. The remaining crew (one died as the result of a spleen injury sustained on impact) fight for air, fight each other, fight the elements, and fight AMEE—a multifunctional robo-assistant which has malfunctioned into a killing machine. Val Kilmer (a crew member) speaks of Mars using four letter words regularly. Thanks to an old Russian Cosmos spacecraft, the one surviving crewmember is able to rendezvous with the Commander (who has remained in the main spaceship orbiting Mars). After Kilmer survives AMEE, explosions, man-eating insects, and being unconscious, the Commander resuscitates him—saving his life and they appear to live happily ever after—after tons of death and disaster. The general public would rather stay home than to experience this representation of pure hell. Armageddon (1998) and Mission to Mars (2000) also demonstrate this point. I realize space travel bears enormous risks; however, I also realize that the motion picture industry knows how to glamorize phenomena by highlighting the pleasures and thrills, while ignoring the negatives. That’s the usual pattern of entertainment. Not with space travel though. The motion pictures dealing with space themes tend to focus almost exclusively on risks, dangers and hazards involved with space travel. No wonder the general public has been put to sleep on this issue. They don’t want it; they have been conditioned to believe it will never really happen. Meanwhile, many books and talents exist on how to write a popular screenplay. An examination of the top grossing box office hits reveals a common denominator. Most of the top films take the viewer through a displacement of time and/or space. For example, in Titanic (1997), we travel back in time through the memory of the main character; The Lord of The Rings: The Return of the King (2003) and Harry Potter And The Sorcerer’s Stone (2001) take us to imaginary places in time; in Star Wars we can imagine being in the future; in Jurassic Park we experience the time of the dinosaurs; in Forrest Gump (1994) we travel through Gump’s history and arrive into the present. A dialog must be created to focus on applying proven techniques for making hit movies to current events in space. Can’t do this until entertainment professionals are aware of current events in outer space. Only then can they begin to creatively combine their knowledge with the space community’s knowledge. Many successful space missions have taken place, which didn’t involve disaster, death, or monster aliens. In addition, many people have acquired wealth by putting creative ideas to practical uses in outer space. Plus, outer space development has produced thousands of millionaires who dared to dream and apply their dreams to this new reality. Many people like this sort of thing. But, you don’t see movies, or hear songs about this. Instead, we are inundated with entertainment themes of death, killing, murder, suicide and disaster. People are ready for a positive change. Space is a good
medium for expressing a new mood for change.

2. IDEOLOGY, SOCIALIZATION & EXCITING THE GENERAL PUBLIC

The entertainment industry needs to decide what effect they want to create on the public mind about space travel. Do we want them to continue to view space travel as fear and fantasy? Or, do we want to encourage them to see space as real? If the later is the goal, then we must understand that the current stock of motion pictures on space travel lack the necessary ingredients to accomplish this goal. Different people think differently, depending on the society or subculture which shapes and trains their patterns of thought. After determining the type of seed to be planted, the entertainment industry must next determine which general public they are targeting. Targeting the global public is different from the general public within a particular country or region. One thing that most people have in common around the world is the desire to survive, feed their families, to secure shelter and the mainstay necessities of life. Apart from these realities, we are all split up into categories based on the current geopolitical world order. Within our categories such as class, nationality, ethnicity, culture, gender, race, political affiliations and the like, we are then socialized to believe in disparate paths for obtaining the mainstay necessities of life. For example, some of us are programmed to believe, or choose to believe that in order to secure the mainstay necessities of life we must marry a certain type of person. Some of us are programmed to believe that in order to secure the mainstay necessities of life we must obtain financing to operate a business. Some of us are programmed to believe that we must get a job and work forty or more hours each week. So, no matter what, a good starting point for creating interest in space travel, is this common interest. There are so many real life fascinating events unfolding right now towards outer space development. Most people, including the general public and the entertainment industry, know nothing about. Space has it all, jobs, investment opportunities, adventure travel, heroism, inventions and technology.

3. REIMAGING SPACE TO INSPIRE THE NEXT GENERATION

In order to inspire the next generation in a prospace direction, we must understand what inspires people today. We must also flip the switch from scaring people with space, to inspiring them using the possibilities of opportunities existing in the various areas within the field of outer space development. Fortunately or unfortunately, today with globalization and the dominance of free market ideology, people are turned-on by themes of making money. Therefore this is one possible link. While, it is true that “space, as seen through the eyes of Hollywood, has the potential to positively influence vast numbers of young people worldwide . . .” young people are but members of the general public. It takes a combination of things to influence the minds of the general public. Hollywood alone cannot. Movies are one form of discourse. Other forms include conversations (with friends, enemies, peers, relatives, siblings, neighbors, strangers, clerks, grandparents, parents and so on), news, talk shows, radio programs, magazine ads or articles, music, sports commentary, employment issues, income issues, commercials, cartoons, picture books, textbooks, lectures or classroom discussions. The majority of people care about things that are real to them. Things that are perceived as real tend to involve perceptions of survival - earning income/making money. This idea cuts across distinctions of class, ethnicity, race, gender, nationality or ideology. In order to inspire “vast numbers of young people worldwide”
the entertainment industry must understand that young people are influenced by a combination of factors – including older people. It seems that today, more than ever before, people are inspired by money. Whether it is defined in terms of earning an income, getting rich, or bare-bones necessities, this seems to be what inspires people. This is especially true of young people. When young people contemplate their future, they usually consider that earning an income is of primary importance. They usually ask older people for advice on this topic. Older people generally provide the direction for younger people in terms of career paths. This tends to be the most important concern for young people – what they will do (employment) with their lives. Unfortunately, most of us learn to separate what inspires us from how we earn a living. In the case of young people, they are taught to do this by older people. People systematically learn to separate their passions from their employment situations. This has meant a general lack of inspiration worldwide for several generations. People are focused on degrees, not to invent or heal anything or to change the world, rather to secure employment. Inspirations and dreams must come later, if at all. To pursue training and expertise in fields such as advanced aeronautics and astronautics you must have an extraordinary dream, a passion, feel a calling for your destiny, or something. These things take perhaps twenty years to grow from within. We ignore the young instead.

Few people from the general public are made privy to the fact that vast opportunities exist in space-related fields. Most people don’t have a clue about all of the activities and subject areas that are real career opportunities. Too many teachers choose just a few students to inspire to excel in math, science, astronautics and aeronautics. Good luck to the remainder. Few parents and educators know about the opportunities and possibilities related to outer space development. It is no wonder that “in recent years, the number of graduates from universities holding degrees in space science and engineering has declined”. Hardly anybody knows about all the things happening with outer space development. For example, most people have never even heard of the International Astronautical Congress, the International Academy of Astronautics or the International Institute of Space Law. Most people giggle at the mention of these entities. They giggle at the mention of the various session topics, which are real focal points for the International Astronautical Congress participants. A few examples of these real topics are: “Near-Earth and Interplanetary Communications Systems”, “Psychology and Culture in Long-Duration Space Missions”, “Mars Exploration”, “Strategies to Establish Lunar Colonization”, “International Utilization of Space Stations”, “Power from Space - Prospects for the 21st Century”, “Bases and Space Colonization”, or “Space Traffic Management” are all very real and serious topics of discussion for space professionals. Yet, people outside of this elite group find these topics unbelievable and laughable. These types of issues are very real for space professionals and their families because they earn a living by focusing on them. They are not real to those outside the space group because they do not earn a living this way.

4. POTENTIAL AVENUES FOR MUTUALLY BENEFICIAL DIALOGS BETWEEN THE ENTERTAINMENT INDUSTRY AND SPACE EXPERTS

Again, people are motivated by money. Therefore, one avenue for creating mutually beneficial dialogs between the entertainment industry and space experts is to offer grants, fellowships or commissions for the submission of undeveloped ideas to
professionals to develop storylines, or who submit ideas of interest to the general public. Space experts including space lawyers, space policymakers, space engineers, space scientists, space architects, for example often overlook how interesting their work is, particularly through the eyes of other people. Motivation to do so could encourage new forms of expression palatable to the general public. Usually space experts are so entrenched in their specialty area and ways of speaking that they are unable to translate information outside of their professional culture. Therefore, a second suggestion is to hire or award grant funding to people who can translate what seems to be dry boring technical jargon into a form of expression where people can see how interesting it is. A third suggested avenue is to realize that producers, writers, directors and journalists typically do not attend the annual International Astronautical Congress. Most of them know nothing about it. Nor do they realize that there is a potential story in every meeting room. Hence writers, producers, directors, actors and journalists must be informed of the annual Congress and other events. A flip through the Congress brochure is enough to trigger the creative process in any writer or producer. Professionals who specialize in turning mundane reality into fascinating exciting entertainment must be attracted. They are in the business of combining interesting elements of real life with proven screenwriting techniques. However, they like the general public are not aware of the real life space development planning and activities which have been going on for approximately five decades.

Therefore, a fourth suggestion is to utilize the talents of marketing scholars who can develop strategies for attracting the active participation of creative writers, screenwriters, motion picture producers, songwriters, actors and musicians in the next International Astronautical Congress. One proven technique for getting marketing scholars on board would be to post a Call for Papers in various marketing departments at universities worldwide. There could be a special session on how marketing professionals might serve as a catalyst for bridging the gap between the space development community and the entertainment industry. The fact that the Congress takes place in a different country each year is a good draw. It should also attract the curious that key experts instrumental in outer space development gather together and discuss new technologies and ideas for further space development each year. The reason this hasn't happened is because most people outside of the space development community are not aware that there is an annual International Astronautical Congress. This is why steps need to be taken to create a general awareness for marketing and entertainment professionals. It must be done in such a way to overcome the giggle factor. Those outside of the outer space development arena must see space development as a reality – as real as the space experts see it. Other professionals must be able to envision career opportunities and professional possibilities for themselves according to their own aspirations.

5. CURRENT EVENTS: EXAMPLES
5.1. Space Tourism
Within the outer space development community there are various subcommunities. There are established industry professionals, for example, those working in fields such as science and engineering, or in the satellite, telecommunications and remote sensing industries, or in various state space agencies. And, there are entrepreneurs who discuss profitability and further commercialization of space. Within this group there is a
subgroup of entrepreneurs who focus on newly proposed or emerging industries such as commercial space tourism, commercial space mining and commercial space settlement. This subgroup is largely ignored by the wider audience of space experts. For example, many space lawyers will not address the issue of space tourism; they tend to view it as nonsense, hogwash, or worse. In spite of this, the topic pops up more and more⁵, and many are seriously determined to make space tourism a viable industry⁶. However, there are many serious space tourism actors gearing up and taking steps toward the formation of a new industry.

Many people have never even heard of space tourism, but it is the notion that space is a place for laypeople (non astronauts) to visit and enjoy by traveling there. This includes parabolic and suborbital flights, going into orbit (like the international space stations), or traveling to asteroids, The Moon, Mars or elsewhere. Regarding this concept, there are three stages spoken of:

- Suborbital day trips (joyrides)
- Short stays in space-based facilities (low Earth orbit)
- Longer stays in space – further into space or on other celestial bodies

Space tourism is not a new concept, but has been around since the 1950s, or before. It was ignored until recently⁷. Space tourism has already been initiated by private companies. There was a time when space travel was exclusively seen as being for astronauts only. Not anymore. Dennis Tito is credited for being the first private space tourism. Mark Shuttlesworth was the second. Space Adventures, Ltd.⁸ is selling tickets for private trips to outer space at $98,000 per person. Globalization is widespread today and free market ideology is at an all time international high.

5.2 SpaceShipOne and The X Prize

A few months prior to April 2004 it was questionable whether experimental aircraft would be issued a Federal Aviation Administration license. However on this date, the FAA Office of Commercial Space Transportation issued the world’s first license for a private sub-orbital manned rocket flight to Burt Rutan’s Scaled Composites, Mojave, California. The license issued is for a sequence of sub-orbital flights spanning a one-year period. SpaceShipOne is one of several aircraft in the running for the X-Prize competition, which will award $10 million to the first company or organization to:

- Privately finance, build & launch a spaceship, able to carry three people to 100 Km (62.5 miles)
- Return safely to Earth
- Repeat the launch with the same ship within 2 weeks

When it reached an altitude above 62.14 miles (100 km), SpaceShipOne became the first non-government, privately-funded, piloted spaceflight. There are twenty-seven contestants representing seven countries who are competing for the X-Prize contest, modeled after the $25,000 Orteig Prize which Charles Lindbergh won by flying solo from New York to Paris in 1927⁹.

Outer space development, space transportation systems, space tourism and space colonization are all linked. One of the main obstacles to the full manifestation of a space tourism industry is the right vehicle. The ideal vehicle must be safe and able to continue these trips at a low cost. The X Prize involves an international competition to spark inventors of space vehicles into a competition with each other.

5.3 Space Mining

Celestial bodies within the solar system, including the Moon and the asteroids are proving to contain all sorts of minerals and metals in higher concentrations
than found on Earth. For example, ice, oxygen, silicon, aluminum, iron, platinum metals, calcium, magnesium and many others. The current value is unknown but could range in trillions of US dollars. There is significant discourse on tapping into the wealth of space by extracting natural resources from the Moon, Mars, other planets and small bodies such as asteroids.

5.4 Space Settlement

Space settlement/space colonization refers to creating human habitats away from Earth. So far, according to today's technology, this would mean closed structures capable of supplying oxygen, water and other essentials to sustain human life. By the way, these resources may already exist in outer space locations. Space habitats will be structures ranging in size. Some might be the width and height of a car or an RV. Others may be the size a building, small town or city. They will also be either free floating, stationary or both. Some will be built to adhere to the ground, to The Moon, Mars or somewhere else. The sky is the limit. The expansion of the space infrastructure will mean endless career possibilities for architects, engineers and scientists in general. For years, space settlement advocates have been writing and arguing for mankind's final journey into the final frontier. Numerous seeds of change demonstrate the direction that outer space development may take. As just one example, The NASA Ralph Steckler/Space Grant Space Colonization Research and Technology Opportunity involved awards totaling $1 million to implement Mr. Steckler's testamentary direction and to "make a lasting impact on the field of space colonization". This would make an interesting movie theme. People compete for the prize and then someone is actually successful and all of the characters live happily ever after instead of the usual warring factions blowing each other up.

5.5 Private Property Rights and the Selling of Space Real Estate

Lunar Embassy has been selling plots on the Moon, Mars and other heavenly bodies for approximately twenty years. The proprietor seems to be operating under the assumption that there is a gap/loophole in international space law making is permissible for private entities to own and sell space territory. Similarly, Orbital Development welcomed NASA's NEAR spacecraft upon the spacecraft's successful landing on the Asteroid Eros, and requested that NASA pay parking fees arguing that Eros is owned by Orbital Development. The company’s founder Gregory Nemitz. Asserts that he has owned the property since a claim was established on March 3, 2000, when he filed a Class D property claim with the Archimedes Institute. In July of 2004, the International Institute of Space Law put an end to these particular types of assertions when its Board of Directors issued a formal statement “On Claims to Property Rights Regarding The Moon and Other Celestial Bodies”. It reads, in part, as follows:

Claims to own the Moon or parts thereof by private parties have been made for many years, but so far such claims have not been taken very seriously. However, this could change, as “deeds to lunar property” have started to appear, raising the opportunity for individuals to be misled. In addition, the scope of such claims has been extended recently to other celestial bodies. Thus, the Board of Directors of the International Institute of Space Law (IISL) has concluded that there is a need for a statement regarding the current legal situation concerning claims to private property rights to the Moon and other celestial bodies or parts thereof. While this issue is only a small part of a much broader context surrounding private sector activities on the Moon and other celestial bodies, this statement is limited only to the topic of claims to private property rights to the Moon and other celestial bodies or parts thereof.
The issue of whether property rights or ownership rights to outer space resources are permitted by space law is hotly contested within the space law discourse\textsuperscript{13}. However, a perusal of the travaux préparatoires and related documents\textsuperscript{14} reveals that the intent of the framers was always to prevent property rights (including private, institutional or governmental) to outer space resources and territories. In spite of this reality, today the private property rights issue is constantly debated. Article II of the Outer Space Treaty is often quoted\textsuperscript{15}. It states: “outer space, including the Moon and other celestial bodies, is not subject to national appropriation [emphasis added] by claim of sovereignty, by means of use or occupation, or by any other means.” Many space law interpreters will cite Article II in support of the argument that international space law permits private property rights because it does not explicitly prohibit them\textsuperscript{16}. This argument is often intermingled with the contradictory argument that since the Outer Space Treaty does not explicitly mention private appropriation, there is legal uncertainty. This uncertainty is said to create disincentives to private commercial sector investment in space endeavors\textsuperscript{17}. In taking this position, some argue that previous drafts distinguished between national and private appropriation and prohibited both, and that the final draft only contains explicit prohibition against national appropriation. Therefore, they assume that a decision must have been made to permit private appropriation\textsuperscript{18}. This assumption overlooks the way in which politics can result in purposeful decisions not to decide on issues involving an ideological or philosophical impasse. Other space law interpreters will argue that "appropriation" of outer space resources, by any entity or individual, strictly is prohibited\textsuperscript{19}. They argue that the term "national appropriation" includes all forms of appropriation whether national, private or otherwise. Some taking this position, include the very concept of private property rights as "appropriation". However, this seems to depend on the current status of the activity or industry, in the public mind.

The CHM principle is treated as an integral part of the private property rights debate. Although there is support for the Common Heritage of Mankind (hereinafter referred to as CHM) principle\textsuperscript{20}, there is a chorus of argument complaining that international space law inhibits commercial development of outer space\textsuperscript{21}. Some space law interpreters argue that space law’s flaw is its uncertainty on the issue of private property rights\textsuperscript{22}. Within this discourse, some are placing blame the on the Outer Space Treaty\textsuperscript{23}. Others are blaming the CHM principle\textsuperscript{24}. Still others point the blame, for the CHM principle, on "developing countries"\textsuperscript{25}. No matter the reason, this chorus chants the general complaint that defects in international space law create investor uncertainty, and therefore inhibits or prevents commercial space development.

This argument does not make sense for several reasons. First, the Outer Space Treaty (the backbone of international space law) (international politics is the brain of international space law) does not contain the CHM language. Instead it uses the term Province of Mankind, which, is open to varying interpretations. It is vague. Second, The Moon Treaty is not generally considered accepted international law, therefore, how can it be responsible for inhibiting commercial space development. While the Outer Space Treaty does not contain the CHM, The Moon Treaty does. Specifically, The Moon Treaty has only been signed and ratified by a handful of nations\textsuperscript{26}. This lack of international acceptance was primarily due to the CHM concept. The Moon Treaty also contains specific language about what nations could
not do. Many view The Moon Treaty as meaningless due to the general lack of international acceptance. In spite of this there is still much debate within the literature. The constant addressing of The Moon Treaty within the space law literature seems to contradict the perspective that The Moon Treaty is null and void. Thirdly, commercial development of outer space is not inhibited by international space law. There are many thriving commercial space industries operating within the confines of international and domestic space law. Many of the complaints against the CHM principle are fueled by an underbelly narrative implying that the issue is one of developing countries who are against private property, versus developed countries who of for private property. There is a steady stream of discourse launching an ideological attack on the CHM principle. This assumption is inaccurate. In reality, this is not a good description of the formal record of debate leading up to the resulting space treaties as detailed in the travaux préparatoires. For example, the US (a major developed nation) proposed the common heritage of mankind principle in its draft language for the Moon Treaty. Therefore, it is incorrect to assume that there is or was a battled between developing countries wanting the CHM principle versus developed countries refusing it.

I have said all of this to make the point that L.A. Law was a hit television series for many years. The producers turned the everyday mundane practice of a private law firm into many interesting dramatic episodes. Space law is even more interesting because it involves laws concerning outer space. After all, Star Trek and Star Wars have been extremely popular for several decades. When space lawyers meet and argue, it is an international event. Typically, in a room of one hundred space lawyers, it is hard to find more than two people from the same country (with the exceptions). With this insight, imagine a series entitled "Space Law" or "Space Law 2004" dealing with cutting-edge real life issues of outer space.

5.6 The New Space Race

Until recently, the U.S. and former Soviet Union were the only two space superpowers. Today, many countries have activated their own programs of sending spacecraft and satellites into space, to Mars, the Moon, and beyond. China's first manned spacecraft, the Shenzhou 5, completed its mission successfully in October 2003. China became the third nation to send a manned vehicle into space. The European Space Agency's Smart-1 spacecraft also took off during the Fall of 2003 for a trip to the moon. This unmanned flight, was Europe's first to the moon. Many articles have indicated that China is "planning to establish a base on the Moon [by 2010] to exploit its mineral resources" because "[o]ur long-term goal is to set up a base on the Moon and mine its riches for the benefit of humanity". India too has proclaimed the need to go to the Moon. Moreover, President Bush in January of 2004 declared that the U.S. plans to establish a base on the Moon and send more manned missions to Mars. On June 16, 2004, the President's Commission on the Moon, Mars and Beyond published a report entitled "A Journey to Inspire, Innovate and Discover"; it sets forth the new implementation policy. These steps represent bold new strides towards outer space development. Exciting things are happening with outer space today. For example, Japan, Europe (including France, Germany, Russia, United Kingdom), China, India, the United States all seem to be making plans for space, and numerous countries all over the world have drastically increased their space funding. For example, Nigeria and Korea. This is the stuff that
movies are made out of. But, the entertainment industry seems to have overlooked this are perhaps are unaware of how dynamic the outer space arena is.

CONCLUSION

I have stated all of the above with the hope that if these events and activities do come to pass, we as members of humankind will consider doing things differently. I hope that we will consider the long-term effects of what we do in pursuit of short-term pleasures and amusements. I hope we will include more people in the promises of prosperity, this time. I hope that we use the final frontier’s advancement towards the advancement, preservation and protection of our environment, world peace, abundant life, liberty and the pursuit of happiness - for more than just a small percent of people. What a movie it would make to have all humanity uplifted and united and to have that be the surprise ending. I am sure it would be a box office hit! If we cannot promote the acceleration of the final frontier with an honest intent to accomplish this goal then. . .

REFERENCES

2 For a complete list of 100 worldwide top grossing films see www.pazsz.com/wldfilms.html.
3 See E.E. Weeks, Outsiders' Guide to Understanding Outer Space Development (Xlibris, 2004).

7 For more information on space tourism history see http://www.spacefuture.com/tourism/timeline.shtml.
8 From the website is appears that this U.S. company's flights will leave from Russia’s Star City and will be launched from the Baikonur Cosmodrome. It is about 100 miles (160 km) northwest of Kyzylorda. Baikonur was founded in 1955 and is the former Soviet and current Russian space center located in south-central Kazakhstan. It is the oldest space launch facility in the world. This demonstrates that we are living in a high time of globalization. See http://www.spaceadventures.com.
9 See www.xprize.org.
12 http://www.iafastro-isl.com
17 Id.
18 Wayne White, Jr. “Proposal for a Multilateral Treaty Regarding Jurisdiction and Real Property Rights in Outer
26 Only nine states (Australia, Austria, Chile, Mexico, Morocco, The Netherlands, Pakistan, Philippines and Uruguay) have ratified it and five states (France, Guatemala, India, Peru and Romania) in addition have signed but not ratified. It only took five nations to enter it into force, took five years to get the five requisite signatures. Conversely, The Outer Space Treaty was well received: it was ratified by ninety-six nations and signed by another twenty-seven states. See Report of the Legal Subcommittee on Its Fortieth Session, UN Committee on the Peaceful Uses of Outer Space, 40th Session, 22(a), United Nations' Document A/AC.105/763 (2001). Due to the low level of international support, some space law experts have reasoned it is "obviously unacceptable". Kelly M. Zullo (2002), note 12, citing Eilene Galloway, "Guidelines for the Review and Formulation of Outer Space Treaties", Presentation at the International Astronautical Federation 41st International Colloquium on the Law of Outer Space (October 2, 1998).
29 James Oberg, “China’s Great Leap Forward”, Scientific American, 9/15/03.